SUGGESTIONS

· FOR — PRACTICAL — AND ·
ARTISTIC · HOME · DECORATION

COMPLIMENTS OF

Barker, Rose & Clinton Co.

PAINTS & ROGERS VARNISHES

THE MARK OF QUALITY

HARDWARE, PAINTS, VARNISHES, OILS,
ETC., ETC.

ELMIRA, N. Y.

A Book of Useful Information

THIS booklet was written to help you—to help you make your home bright, attractive, artistic, and sanitary with the least expenditure of work and money on your part. It is a handy book and will be found just as practical for solving paint problems as your almanac is for referring to for useful information. There are many times that you want to renew an old bureau, chair, or picture frame. If you read this booklet carefully you will find just what is the best finish to use, and it will give you complete instructions for finishing the article in question. If you are thinking of repainting your house or doing over a certain room, the attractive color-plates will probably suggest a pleasing color scheme suitable to your purpose. You will find complete specifications under each one of these houses, and many of the combinations will be found equally appropriate on other styles of houses as they are on the particular house shown.

In selecting the colors for your exterior painting, you should first consider the surroundings of your home and then keep in mind the fact that the colors used should harmonize with these surroundings and the house seem to be a part of them. Don't get the idea that a house in order to be satisfactorily painted should stand out in strong contrast with its surroundings—on the contrary, it should really harmonize with them. If the house is well surrounded with foliage, select medium warm colors which will give you a slight contrast between the house and its environment. On the other hand, if the house is subjected to the glare of the sun, very frequently a satisfactory painted effect can be obtained by using colors such as grays, drabs, greens, etc. If your house has rather elaborate trimmings, simplify them by painting the entire trim in one color, thus keeping these parts subdued; the plain effects have much more dignity. The tall, plain house can oftentimes be improved by selecting two body colors—a light one for the lower and a dark one for the upper part. It does not cost any more to paint a house in an attractive color combination, and a little extra care in choosing these colors is well worth while. If you are in doubt as to the proper combination to use after reading this book, write us. We will gladly help you.

AMES LIBRARY
IOWA STATE UNIVERSITY

Rogers Paint, Machine Made

WHEN you approach the question of paint do not merely say: "Paint my house" or "Use lead and oil," but name a definite kind of paint because you know that a reliable manufacturer stands back of it—because it has had the confidence of the painting public for years. If you are not familiar with the details of paint-making, there are some points just as important as the selection of the colors.

If you should take a certain number of painting materials and mix them up yourself you could not tell how much real paint protection the mixture contained until after you had applied it to the surface and allowed it to stand a number of years. Furthermore, with ordinary equipment such as painters use in mixing lead and oil, it is practically impossible to get exactly the same formula. So whether you mixed the paint or had the painter do it, there would invariably be an uncertainty as to the final protective results. This is why a machine-made paint prepared according to time-tried and tested formulas, made of chemically pure and uniform raw materials, mixed and ground by powerful machinery, is a paint which is dependable and bound to give you satisfactory results. All these qualifications are found in Rogers Machine-Made Paint—they are the cause of its long standing and continuous satisfaction.

Rogers Paint

Rogers Machine-Made Paint is unexcelled for surface protection and durability. It is proportioned and mixed by powerful modern machinery to secure an easy-spreading, s o l i d-covering paint. It is machine-ground to a perfect degree of fineness, and may be depended upon for absolute uniformity. Comes in a variety of attractive, durable colors.

Body—Rogers Paint No. 9, Cream Color. *Trimming*—Rogers Paint Outside White. *Sash*—Rogers Paint Outside White. *Roof and Gable*—Rogers Creo Stain No. 320, Royal Red. *Porch Floor*—Rogers Porch and Deck Paint Gray. *Porch Ceiling*—Rogers Paint No. 20, Silver Gray.

Body—Rogers Paint Outside White. *Shutters*—Rogers Paint No. 52, Permanent Green. *Sash*—Rogers Paint Outside White. *Roof*—Rogers Creo Stain No. 250, Emerald Green. *Porch Floor*—Rogers Porch and Deck Paint Gray. *Porch Ceiling*—Rogers Paint No. 43, Light Blue.

Rogers Decorative Department

THE Rogers Decorative Department offers a service that should be taken advantage of by every person building a new home or remodeling an old one, also by those interested in the finishing of any church, school, bank, library, moving picture theatre or public building of any kind.

It is an unusual service that is used by many of the most prominent architects, decorators and painting contractors in the country who want color schemes and finishing specifications worked out to meet their ideas. Practically without an exception the service rendered by the Rogers Decorative Department never fails to delight the property owner and house owner, and are so pleasing to the recipient that in more than 80 per cent of the instances in which suggestions are worked out, Rogers materials are sold for carrying out the exact schemes suggested.

The service is complete. Color sketches and wall elevations are made up in actual materials so that the property owner can see exactly what the effects suggested look like. Detailed specifications and working instructions are also prepared so that no difficulty will be experienced in producing any of the effects shown.

It has been made easy for property owners, architects, decorators and painters to take advantage of the Rogers Decorative Department service. A special service blank is used in each case, covering all essential information desired. Spaces are provided for answering such information as kind of material used for exterior walls, whether of wood siding, stucco, shingled, etc.; kind of material used for roofing, whether slate, wood shingles or prepared roofing; in what direction building faces, nature of surroundings, size of rooms, kind of wood used in woodwork of floors, molding used for walls; a few facts about natural and artificial lighting, adjoining rooms, position of moldings, plate rails, etc. Where possible a blueprint or rough sketch of color plans should be sent along with the filled out service blank, as well as a sketch of the house and some of the rooms. With this information in hand the experts in the Rogers Decorative Department are enabled to work up suggestions that will be especially adapted to the particular case in point; color sketches and elevations in actual materials, that will delight the parties interested in the Rogers Decorative Department. This service is free.

Rogers Paint, Machine Made

No. 9 Cream

No. 25, French Gray

No. 51, Rich Colonial Yellow

No. 17, Pea Green

No. 553, Fog Gray

No. 52, Permanent Green

No. 15, Gray

No. 26, Lead Color

No. 554, Dove Gray

No. 53, Chocolate Brown

WALL-TONA

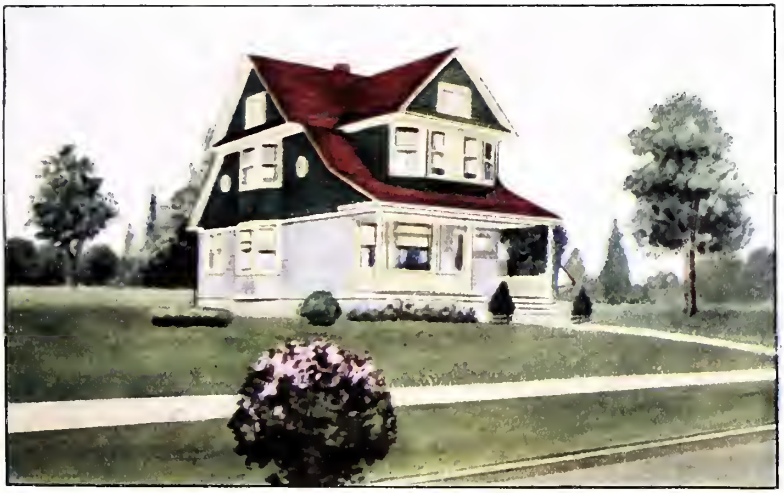
No. 1, Ivory

No. 25, Old Rose

No. 3, Colonial Yellow

No. 11, Sage Green

Body—Rogers Paint Outside White. *Trimming*—Rogers Paint Outside White. *Sash*—Rogers Paint Outside White. *Blinds*—Rogers Paint No. 52. *Roof*—Rogers Creo Stain No. 300, Golden Ochre. *Porch Floor*—Rogers Porch and Deck Paint Lead Color. *Porch Ceiling*—Rogers Paint No. 7.



Body—Rogers Paint No. 25. *Trimming*—Rogers Paint No. 51. *Sash*—Rogers Paint No. 51. *Gable*—Rogers Paint No. 52. *Roof*—Rogers Creo Stain No. 330, Venetian Red. *Porch Floor*—Rogers Porch and Deck Paint Lead Color. *Porch Ceiling*—Rogers Paint No. 17.

Decorate Your Home With Rogers Wall-Tona

A Beautiful and Sanitary Flat Finish for Walls, Ceilings and Woodwork

IF YOU want to make the walls of your rooms both decorative and sanitary, there is only one satisfactory way to do it—and that is to paint them. Decorative and sanitary qualifications are not found together in many materials suitable for wall and ceiling decoration. It is generally agreed by most decorators of today that a good quality flat wall paint is the only material that will produce a wall finish both decorative and sanitary. Rogers Wall-Tona is manufactured to meet in the most satisfactory way possible the growing demand for painted walls. Wall-Tona is first a paint—and every one admits that paint is the most sanitary finish which can be applied to a wall, because it can be repeatedly washed with soap and water. Then, too, it is a flat paint, thus affording soft, but rich velvety effects, having great decorative possibilities. Wall-Tona adapts itself readily to stenciling and can be applied over any kind of wall.

If you like a wall finished in an unusual, and at the same time artistic and sanitary way, use Wall-Tona Mottled Effects. You may obtain, free of charge, complete instructions for obtaining these artistic and beautiful effects by writing to the Decorative Department, Detroit White Lead Works, Detroit, Mich.

Wall-Tona

Rogers Wall-Tona comes in many beautiful, artistically blended colors that afford a soft, pleasing effect. Under ordinary conditions, one gallon of Wall-Tona covers approximately 275 to 300 square feet, two coats. Used over smooth plastered walls, one gallon will cover between 350 and 400 square feet, two coats.

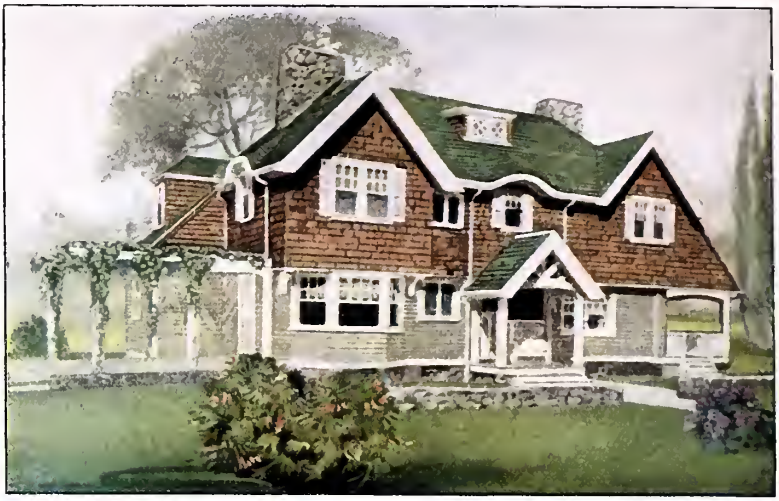
Improve Your Home With Rogers Stainfloor Finish

A Varnish and Stain Combined—Has Uses in Every Room

YOU can decorate and at the same time protect the floors, furniture and all the woodwork in your house by means of Rogers Stainfloor Finish, which is made specially for general household decorating and redecorating. It might be called an "Up-keep Finish" since, with merely a brush and can of Stainfloor, you can make your old floors, furniture, woodwork, etc., look like new, and more important still, keep them like new. Stainfloor is now a household necessity, since it has such a variety of uses. It can be used on old or new surfaces, over any kind of wood, or any previously painted surface. Unlike paint it does not obscure the grain of the wood, and when used on soft-woods, it closely imitates the most expensive hardwood. There are many pieces of furniture about the house which can be easily made as good as new with only one coat of Stainfloor in any color. Take a natural wicker chair, or any other piece of furniture which is light in color and which is quite apt to become worn and soiled. Any of the Stainfloor Finishes can be used upon it successfully. Chairs, bedsteads and tables are all adapted to this finish. If any of these pieces of furniture are very dark or badly spotted, it is necessary to apply a coat of the Stainfloor Undercoat first.

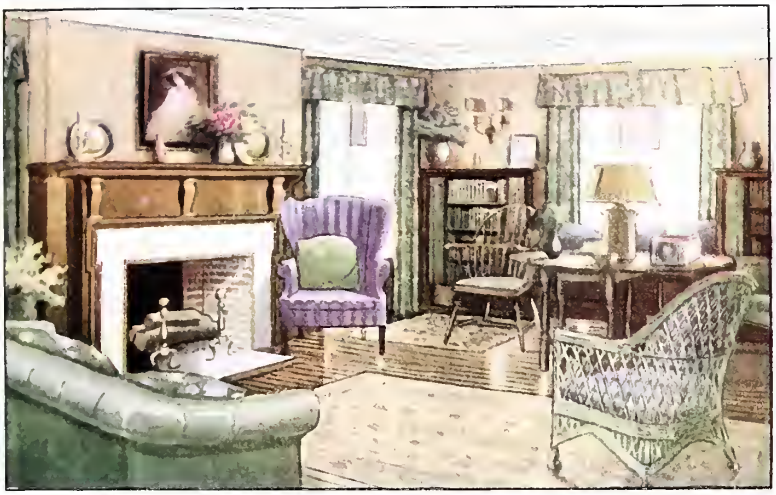
Stainfloor Finish

A durable, tough and elastic combination transparent stain and varnish for floors and all kinds of woodwork. Rogers Stainfloor Finish is very durable and tough. Is not affected by hot or cold water. Will not crack, mar white or chip. Dries hard over night. Comes in all popular wood shades.

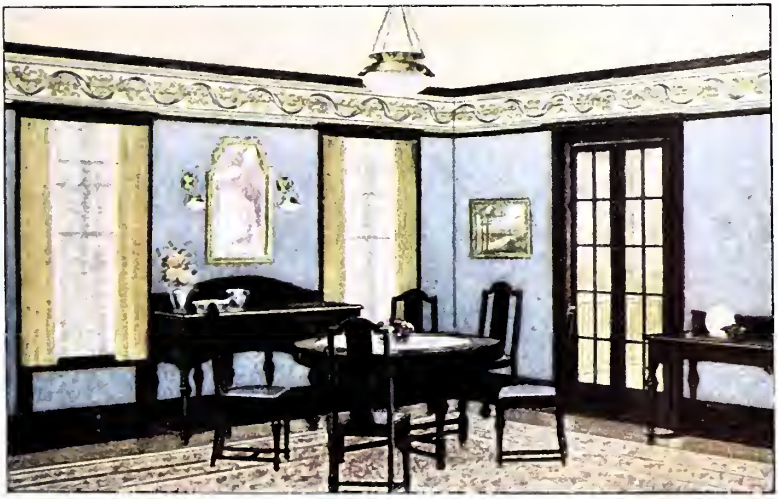


Upper Eody—Rogers Creo Stain No. 100, Seal Brown. *Lower Body*—Rogers Paint No. 553. *Trimming, Sash and Blinds*—Rogers Paint Outside White. *Roof*—Rogers Creo Stain No. 200, Moss Green. *Porch Floor*—Rogers Porch and Deck Paint Dust Color. *Porch Ceiling*—Rogers Paint No. 551.

Upper Body—Rogers Creo Stain No. 340, Silver Gray. *Lower Body*—Rogers Concrete Building Paint Light Gray. *Trimming, Sash and Blinds*—Rogers Paint Outside White. *Roof*—Rogers Creo Stain No. 250, Emerald Green. *Porch Floor*—Rogers Concrete Floor Paint Gray. *Porch Ceiling*—Rogers Paint No. 43, Light Blue.



Ceiling—Rogers Wall-Tona White. *Wall*—Rogers Wall-Tona Buff. *Cornice*—Rogers Old English Enamel White. *Woodwork*—Rogers Penetrating Wood Stain Walnut and Rogers Detro Interior Varnish. *Floor*—Rogers Penetrating Wood Stain Walnut and Rogers Detro Floor Varnish.



Ceiling—Rogers Wall-Tona Ivory. *Frieze*—Rogers Wall-Tona Ivory. *Wall*—Rogers Wall-Tona Mottled Effect No. 26. *Woodwork*—Rogers Penetrating Wood Stain Early English Oak and Rogers Mezzo Finish. *Floor*—Rogers Detro Floor Varnish.

The Treatment of Floors

A FLOOR that is well kept goes a long way toward giving a room a pleasing appearance. There is no other interior surface that, when properly finished, emphasizes to such a degree the beauty of the rugs, curtains, draperies, etc. On the other hand, a marred and shabby-looking floor detracts greatly from the appearance of the room, no matter how well it is furnished. Floors should receive constant attention, as there is no part of the house where the wear and tear is so severe, or where there is so great an exposure to constant hard usage.

Our line of Floor Finishes represents a finish for every style of floor, either old or new. You can select any finish you want, whether paint, varnish, stain or wax, and, by carefully following the instructions given under each heading, you may be sure of securing the most durable and best looking finish possible.

Rogers Floor Finishes are the result of many years of practical experience and are made to withstand hard wear. A good paint, varnish or stain for floor finishing is not easy to find. It is easy to make a floor finish that will sell readily, and there are many finishes on the market today, but it is quite a different question to make floor varnishes that will wear well and give entire satisfaction after they have been used.

We have employed every means at the command of our large organization to make Rogers Floor Finishes excel in application, durability and appearance. The Rogers name and reputation for high quality are behind each package. The following finishes are described elsewhere in this booklet and we offer each one with the assurance that it will bear out the claims we make for it:

Rogers Stainfloor Finish — *Rogers Detro Floor Varnish*
Rogers Inside Floor Paint — *Rogers Floor-Brite*

We will gladly, on request, furnish description of our other products for floors, such as Detro Waterproof Varnish, Rogers Floor Crack Filler, Rogers Floor Wax, etc.

If your floors have been previously painted or varnished and are in such condition that the old coating must be removed before applying a new finish, you can remove it quickly with Rogers Ab-lu-cut, a reliable paint and varnish remover that is more effective and much less expensive than burning off the old finish by means of a torch.

Rogers Detro Finishes and Red Seal Varnishes

Includes the Right Varnish for Floors, Woodwork or Furniture

THE results obtained in finishing interior woodwork, depend upon the quality of varnish you use, and not so much upon the skill with which you apply it. Therefore, we want to bring to your attention Rogers Detro Finish Varnishes and Rogers Red Seal Varnishes, because we know that if you use any of these excellent finishes, you will get the best results it is possible to obtain.

Detro Finishes consist of six varnishes and a liquid filler. They constitute a line that is made especially for the particular architect, master painter or property owner. All classes of work inside and outside can be done well with these varnishes. They are made by careful processes to do certain classes of work, and each one will do admirably the work to which it is adapted.

We make another line of varnishes—Rogers Red Seal Varnishes—which include a special varnish for every purpose. No matter what you have to finish, ask your dealer for a Rogers Red Seal Varnish—you will get a varnish that is made for your particular need. Rogers Red Seal Varnishes are of a quality that can be depended upon.

Detro Waterproof Finish—For floors, woodwork, furniture. It will stand hot and cold water test.

Detro Interior—A high grade interior varnish for woodwork and furniture. Dries with a splendid gloss. Can be rubbed and polished.

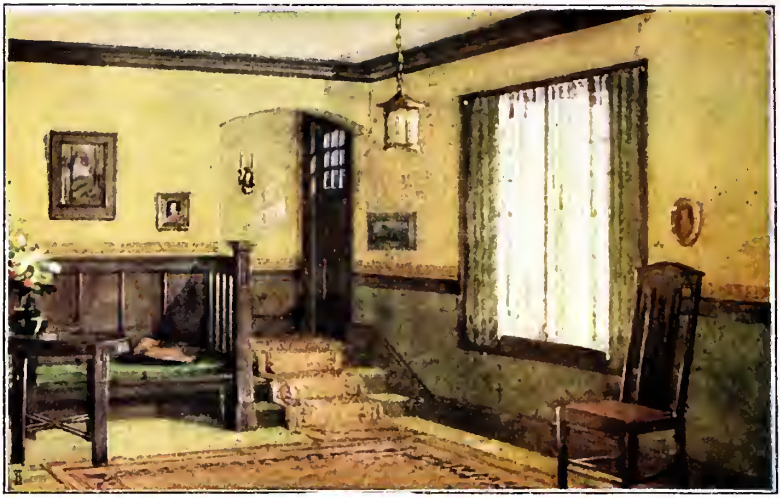
Detro Spar—For finishing outside doors, vestibules, window-sills, casings, porch furniture or anything that requires a varnish to withstand moisture and outside exposure, it is unexcelled

Detro Floor—An elastic varnish made especially to withstand the hard usage to which floors are subjected. Does not scratch, turn white or show heel-marks.

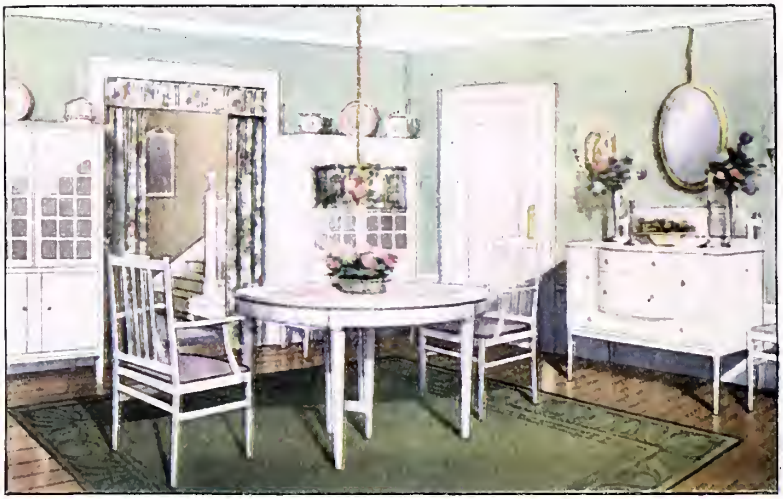
Detro Flowing—A durable, elastic and light-colored varnish for general interior use. Dries dust free with a beautiful rich gloss in three hours.

Detro Hard Oil—A linseed oil hardened with selected gums in order to make a glossy elastic easy-working varnish.

Detro Liquid Wood Filler—A high quality varnish for first or foundation coat, produces an excellent surface and foundation for all succeeding coats.



Ceiling—Rogers Wall-Tona Colonial Yellow. *Upper Wall*—Rogers Wall-Tona Mottled Effect No. 20. *Stencil*—No. 124. *Woodwork*—Rogers Penetrating Wood Stain Weathered Oak, finished with Rogers Detro Interior Varnish. *Floor*—Oak: Rogers Dark Paste Wood Filler and Rogers Detro Floor Varnish

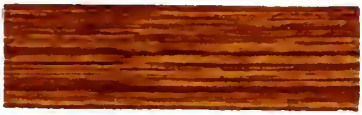


Ceiling—Rogers Wall-Tona White. *Wall*—Rogers Wall-Tona Mottled Effect No. 26. *Woodwork and Low Dado*—Rogers Old English Enamel White. *Floor*—Rogers Detro Floor Varnish.

COLUMBIA UNIVERSITY

Some Rogers Products

Stainfloor Finish—Light Oak



Stainfloor Finish—Cherry

Stainfloor Finish—Golden Oak

Stainfloor Finish—Mahogany, Light

Stainfloor Finish—Dark Oak

Stainfloor Finish—Walnut

Inside Floor Paint—Lead Color

Inside Floor Paint—Gray

Barn Paint—Bright Red

Wagon Paint—Bright Red

Auto and Carriage Paint—Auto Gray

Auto and Carriage Paint—Rogers Red

Auto and Carriage Paint—Auto Blue

Auto and Carriage Paint—Brewster Green

Rogers Inside Floor Paint

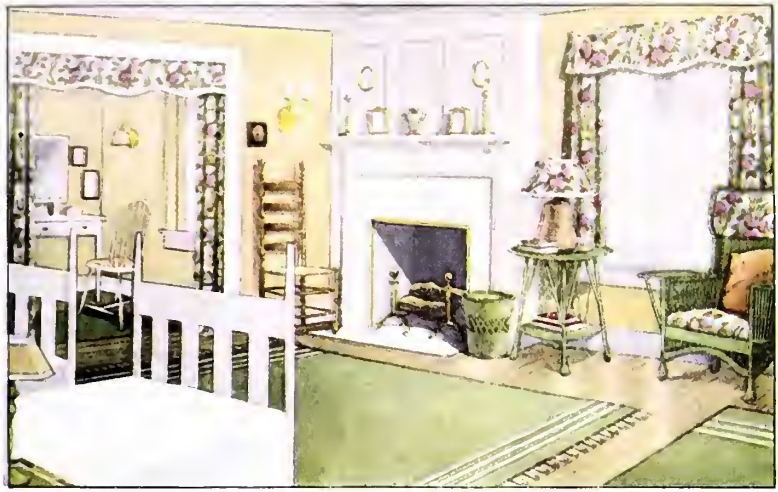
Made to Walk On—Stands Hard Usage

WHEN a floor is in such bad condition that staining is not possible, the only thing to do is to paint the floor a nice, harmonious color. Rogers Inside Floor Paint is made for such a purpose. It covers up the old floor entirely and is very useful in kitchens, bedrooms, etc. This paint is easy to apply and will dry over night. On floors that are old or have been previously painted, only one coat is necessary, but on new floors, two coats will give very good results.

Rogers Barn Paints

Economical Insurance—Improves Life and Value of Buildings

THERE are many times that you want to use an outside paint that is less expensive than that which you would use on your house. When you want to protect and renovate your barn, mill, fences, chicken-coop, or any outbuilding, just ask your dealer for Rogers Barn Red. It is not an expensive paint, because it is made for a cheaper class of work. Nevertheless it contains all the elements essential for a paint of this character. It is made with the same care and attention that is given to every Rogers product. That is why it does the work for which it is made in the most satisfactory way possible. It covers and spreads well, and is more economical than mixed Venetian Red Paint. In three colors—a nice shade of gray and a handsome bright red, also Big Four Yellow.



Ceiling—Rogers Wall-Tona White. *Wall*—Rogers Wall-Tona Cream. *Woodwork*—Rogers Old English Enamel White. *Floor*—Rogers Stainfloor Finish Walnut.

BATHROOM

Ceiling—Rogers Wall-Tona White. *Upper Wall*—Rogers Wall-Tona Pink. *Woodwork*—Rogers Old English Enamel White.

KITCHEN

Ceiling and Upper Wall—Rogers Wall-Tona Green Gray. *Lower Wall*—Rogers Sanitary Enamel Satin Green. *Woodwork*—Rogers Penetrating Wood Stain Brown Oak and Rogers Detro Interior Varnish. *Floors*—Rogers Detro Floor Varnish.

Rogers Household Products For Everyday Use

Motor Soap

An absolutely pure oil soap for general cleaning. Removes grease and stains. Gives high lustre to polished surfaces and will not injure the most delicate finish. Goes a long way and works thoroughly.

Bras-Shine

Cleans and polishes brass and all metal surfaces to their original lustre and brilliancy and gives a high polish. Many metal polishes leave dust after being used, but Bras-Shine does not. It requires very little rubbing.

Floor-Brite

A household article for daily use on woodwork and floors. Eliminates scratches and water spots. Picks up the layer of dirt and dust, and at the same time cleans and polishes. Preserves the life of the varnish, prevents cracking, brightens the colors in oil-cloth and linoleum and leaves a clean odor.

Furniture and Automobile Polish

Brings out and intensifies the original finish on hardwood floors, pianos, and all kinds of furniture. Gives a nice gloss and does not harm the finest woodwork. You will find it useful for general up-keep work about the house.

AVERY LIBRARY
COLUMBIA UNIVERSITY

Rogers Finishes Needed At House-Cleaning Time

Old English Enamel

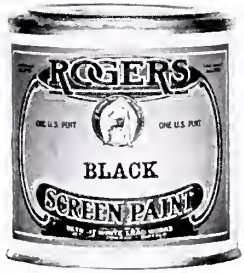
For highest grade of interior enamel work, none better. Has a pure white tone and produces a firm, elastic film, which will not check or craze; has great covering qualities. Also made in a dull finish.

Sanitary Enamel

A generally useful enamel which works easily and will not chalk or chip. It is made to withstand washing. Is put up in pure white and a number of attractive colors.

Family Paint

Suitable for painting any article about the home, such as chairs, shelves, tables, woodwork, covers, etc. Dries with an oil lustre. It may be washed without injury. Furnished in many attractive colors.



Screen Paint

For painting both the frame and wire of screens. It prevents rust and keeps dust from adhering to the screen. It increases the life of your screens. Put up in black, green and aluminum.

Rogers Products For Automobiles, Carriages and Farm Implements

Automobile Enamels

A high grade enamel for automobiles, in eight popular colors. Possesses durability, gives unusual lustre that does not become dulled with frequent washings.

Automobile and Carriage Top Dressing

For use on carriages and automobile tops, curtains, etc., or enamel leather of any kind. It restores the original lustre, softens the leather and does not crack.

Wagon Paint

For painting wagons, farm machinery, tools, pumps, windmills. Dries with a rich gloss, which will stand outside exposure and will prevent rust and decay. Has good covering capacity and is permanent in color.

Auto Brite

The best polish ever made for the varnished surfaces of carriages and automobiles. Shines with very little labor, removes finger marks, oil and dust promptly. Renews the elasticity of the finish and leaves no oily residue on the surface to cloud or collect dust.

THE DETROIT WHITE LEAD WORKS

CHICAGO -- DETROIT -- BUFFALO